

March 29, 2013

To: Executive Board

Subject: **Proposed FY 2014 Business Plan Initiatives**

Recommendation

Approve the proposed FY 2014 Business Plan Initiatives.

Analysis

Each year, Foothill Transit evaluates possible initiatives that will direct the agency's activities and focus for the coming fiscal year. The following nine key projects for the upcoming year are recommended for inclusion in the Business Plan:

- **Bus Replacement Project** – This year 64 new 42-foot CNG coaches will be delivered to Foothill Transit. These buses will be equipped with standardized passenger amenities that include high-back, reclining seats, individual overhead reading lights, and luggage racks. These coaches will replace the last remaining diesel-fueled coaches in Foothill Transit's fleet.
- **System Performance** – In the upcoming year, a series of service enhancements are proposed for implementation. These will both improve systemwide on-time performance through running time adjustments and reduce customer wait times at bus stops by increasing service frequency.
- **Electric Bus Program** – Procurement of additional Ecoliner zero emissions electric buses is planned for the upcoming year. These buses will operate alongside the current three Ecoliners in operation on Line 291, making Line 291 Southern California's first fully electric bus route.
- **ESMS at Pomona** – The Environmental and Sustainability Management System (ESMS) will be carried over to the Pomona Operations and Maintenance Facility in the upcoming year. This program, currently implemented in Arcadia, mitigates the environmental impacts of our daily operations.
- **College Pass Program** – Carrying on the success of the Rio Hondo and Pasadena City College student ridership programs, Foothill Transit will pursue similar type programs with the major colleges and universities throughout the San Gabriel and Pomona Valleys.

Executive Board Meeting – 03/29/13
Proposed FY 2014 Business Plan Initiatives
Page 2

- **San Gabriel Valley Park & Rides** – Several Park & Ride facilities are in varying stages of development in the San Gabriel and Pomona Valleys to address the needs of Foothill Transit's commuting customers.
 - The Industry Park & Ride is slated for completion in early September 2013 and plans for a grand opening ceremony and unveiling are underway.
 - Pending approval of the required California Environmental Quality Act (CEQA) document by the City of Azusa and the National Environmental Policy Act (NEPA) document by the Federal Transit Administration (FTA), design plans for construction of the parking structure and an Invitation for Bid (IFB) for construction will be completed.
 - Upon receipt of a response by the City of West Covina from the California Department of Finance (DOF), the preparation and development of the required Environmental Impact Report (EIR) will begin.
- **Legislative Advocacy** – Foothill Transit will maintain the strong relationships we have developed with our current federal and state legislative delegation members and their staff. We will begin developing relationships with our newest delegation members resulting from the 2010 census redistricting.
- **Website Redesign** – A successful online presence is governed by myriad invisible, but complicated technologies that must be responsive to changes in visitor habits while incorporating key elements of intuitive navigation design and layout. The exponential growth in the dominance of multi-panel access (smartphones, tablets and laptops) and the changes in user interface trends require a complete redesign of Foothill Transit's core website technologies in order to make key customer information easily accessible across multiple platforms. The FY 2014 redesign will also include the creation of a Foothill Transit smartphone app.
- **25th Anniversary** – Foothill Transit will reach its 25th anniversary in December of 2013. This silver anniversary presents an opportunity to celebrate the agency's successes with customers while providing a platform for Foothill Transit to outline its future initiatives.

These are proposed agency-wide initiatives for FY 2014. Individual department goals will be detailed in their respective sections within the preliminary FY 2014 Business Plan.

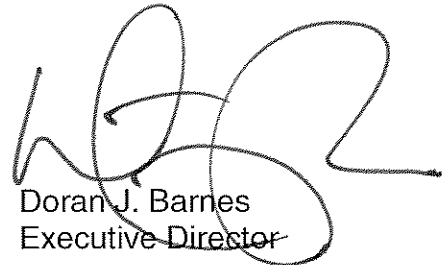
Executive Board Meeting – 03/29/13
Proposed FY 2014 Business Plan Initiatives
Page 3

Pending approval by the Foothill Transit Executive Board these proposed initiatives will serve as the foundation for agency planning prioritization in 2014 and will be included in the Proposed FY 2014 Business Plan.

Sincerely,



Kevin McDonald
Deputy Executive Director



Doran J. Barnes
Executive Director